



**YOU CAN'T HELP
INHALING - BUT
YOU CAN HELP YOUR THROAT!**

YOU can see it with your own eyes—all smokers sometimes inhale. And when you do inhale, there's more *chance* of irritation. **BUT NOW GET THIS!** DISTINGUISHED DOCTORS WHO COMPARED THE FIVE LEADING BRANDS OF CIGARETTES—INCLUDING PHILIP MORRIS—FOUND THAT . . .

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AVERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED MORE THAN FIVE TIMES AS LONG!

You smoke for pleasure—even more than a civilian does. Make it *more* pleasure—*plus real protection even when you inhale*. Make it **PHILIP MORRIS!**—THEY NOT ONLY TASTE BETTER, THEY'RE **PROVED BETTER FOR YOU!**



CALL FOR PHILIP MORRIS

FINER PLEASURE PLUS REAL PROTECTION—America's Finest Cigarette

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